

ABSTRACT OF THE DISCLOSURE

A method of retail shopping includes the step of assigning an establishment specific shopper profile to each customer and digitally expressing the same as an intranet access means which may be electronically encrypted into the shopper's store charge card. In the retail establishment, the method includes the step of selecting a product search mode from the product search mode possibilities consisting of physically looking at a product display and touching it, observing a static, dynamic, or other pre-defined electronic image or series thereof including store department-specific images, or proceeding to an intelligent shopping station (ISS) comprising the establishment intranet and accessing the intranet with the intranet access means. If the ISS is employed by the shopper, a graphical user interface (GUI) is activated. The customer may access product specific information within searchable databases of the ISS selected from suggestion categories consisting of product information, frequently asked questions about a consumer-indicated product, alternatives to the indicated product, coordinates suitable therewith, and combinations thereof. The step of accessing suggestion categories includes the step of sorting each category in accordance with one or more criteria including geographical region, season, age of shopper, other personal data profile of the shopper, price range of interest, current discounts, random, and priorities of management. Some of such sorting may be more readily accomplished by

the intranet access means if the shopper or establishment has included category-specific information within the shopper's electronic profile.